

Supermarket Secrets!



BEWARE of Impulse Buying!

Stick to your shopping list. If an item is not on your list but is “on sale” or “two-for-one” make sure it really is a bargain by comparing the price with other brands AND decide whether you actually need the item!

What's in a name?

Read labels carefully.
Compare prices between brand names and store brands.
Generally the store brands are nutritionally equal to a brand name item and are less expensive.



The Best Dressed Foods...

It used to be that packaging was what the food is wrapped in but now it provides another opportunity for creative advertising. Brightly colored packages with “mouth watering” items printed on the front are also designed to entice hungry shoppers. Health claims are also printed boldly on the front label. Take a minute to look past the flashy packaging! Make sure it's the best buy for your money.

Walk on the EDGE!

The staples...like bread, milk, meat, and produce are usually on the outside walls. This means that there are lots of items in between the stuff you really need and more opportunities for impulse buying. Do most of your shopping on the outside aisles of your store!

Look High & Low

Food items that appeal to adults are usually on the shelves at our eye level. Items marketed to kids are at their eye level. Take a look at the cereal aisle the next time you go shopping. Some of your best buys are up high or down low on the shelves.